LEO BURNETT COMPANY, *Inc.*
Ad No. 314—(Girl & Cigarette)—Reg. No. 81233—1 pg. 4/c bleed—8½ x 11¼—Black Enterprise, Crisis 1971 (A
Printed in U.S.A.

# Think of it as a cigarette holder.

The end of a Parliament works just like a cigarette holder. For several good reasons.

It keeps the filter away from your lips. (We recessed it.)

It helps you get a good clean taste.

It has a firm outer shell that surrounds and extends beyond the filter.

All in all, it works the same as a big cigarette holder works.

In its own little way.

King-Size and Charcoal 100's.

It works like a cigarette holder works.

Kings. 16 mg. "tar", 1.0 mg. nicotine—100's. 19 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Nov. '70

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Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0003

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